

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

RJR Account #«SIS»

«NAME»

«ACCOUNT»

DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear «GREETING»:

DORAL \$1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as «SKUS» SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts.

«COMMENTS» All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
«STYLE1»	Doral Light	12300-24698
«STYLE1»	Doral Light 100	12300-24750
«STYLE2»	Doral Lt Men 100	12300-24752
«STYLE2»	Doral FF 100	12300-24751

«PO»

Product / Premium Arrival: January «SHIPDATE», 1998

Ship Date to Retail: Week of: January 19, 1998

Displays (Item #535481)

SKU CUBE: 0.4965

SKU WT (w/o Product): 1.5625 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Savings Cartons

EFT \$ Amount: \$«EFT»

51852 5393

-2-

\$1.00 2-Pack Tear Tape

«ACCOUNT»

Promotion Description:

Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$«PYMT» («CASES» (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: «CC»

L. E. MacWilliams

Att: Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN50DOR.DOC

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